

LEO BURNETT COMPANY, Inc.

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Brand: C&A

A hand in a red sleeve holds a lit cigarette, with smoke rising. The hand is positioned over a dark, textured surface. In the lower right corner, a pack of Marlboro cigarettes is visible, showing the brand name and '10 mg "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Aug '72'.

Warning: The Surgeon General Has Determined
That Cigarette Smoking is Dangerous to Your Health.

10 mg "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Aug '72



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